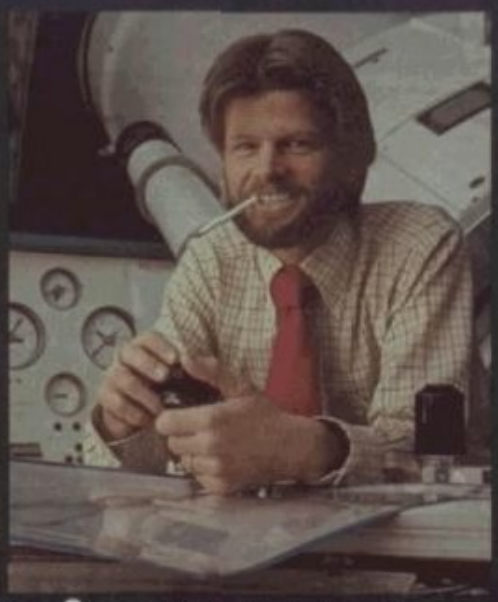
LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. 394—Astrologer—Req. No. 11204—Page—4/c blend—8⅝ x 11⅝ inches—National Magazines, 1975 (A)
Printed in U.S.A.

Parliament. The recessed filter cigarette.



1. Astrologer Yolanda Vela became a star attraction when she predicted a great future for the clean taste she got from her cigarette holder.

2. No need for a cigarette holder today. Parliament's filter is recessed, so you taste only rich, clean tobacco flavor. It's an observation you'll enjoy making.

It works like a cigarette holder works. For good taste.

Kings: 15 mg. "tar," 0.8 mg. nicotine
100's: 17 mg. "tar," 1.0 mg. nicotine
av. per cigarette, FTC Report Apr. '75

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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Source: https://www.industrydocuments.ucsf.edu/docs/spjn0003

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